Top Reasons to Choose the Smarsh Enterprise Platform

smarsh®

Your Smarsh Advantage for Communications Compliance and Intelligence

As fines and penalties increase, meeting regulatory requirements and ensuring a complete understanding of how employees communicate with clients is more critical than ever. To ensure you consistently satisfy compliance guidelines and minimize organizational risk, you need a proven solution that provides reliable and agile coverage wherever you do business.

The Smarsh Enterprise Platform is the premier solution, proven in the world's largest financial services institutions, to reliably collect, retain and analyze communications so leaders meet global regulatory requirements while controlling operational costs and risks. When you need a solution that checks all of the boxes for CEOs, CCOs, CISOs and CIOs, Smarsh is the partner of choice.

1. Capture and prevent more risk

To ensure regulatory compliance and minimize risk to staff and the business, you must capture communications by the monitored population on whatever channel they use. With the Enterprise Platform, there are fewer 'dark spaces' for risk to hide.

The Enterprise Platform collects over **100+ channels** in native format, including communications from **corporate and personal mobile devices and mobile apps** like WhatsApp, WeChat, Signal and Telegram. And with leading reconciliation technology that confirms every message is stored correctly, you get greater peace of mind that you're protected.

2. Improve new risk coverage by 3x

As your business grows and compliance requirements evolve, you need an agile solution that can cover new sources of risk as they emerge. The Enterprise Platform provides superior agility for covering new sources of risk in three ways.

First, our solution scales to reliably cover books and records archiving, surveillance, and e-discovery requirements without complex integrations. Second, the Enterprise Platform's cloud-native architecture can be deployed quickly across the globe to meet SEC, FINRA, IIROC, FCA, MiFID II, CFTC, GDPR requirements and more. Third, our regulatory-grade machine learning (ML) is productized to cover 3x more types of behavioral risk than other offerings while allowing customization – that is explainable to auditors – so surveillance is tuned to your specific needs.
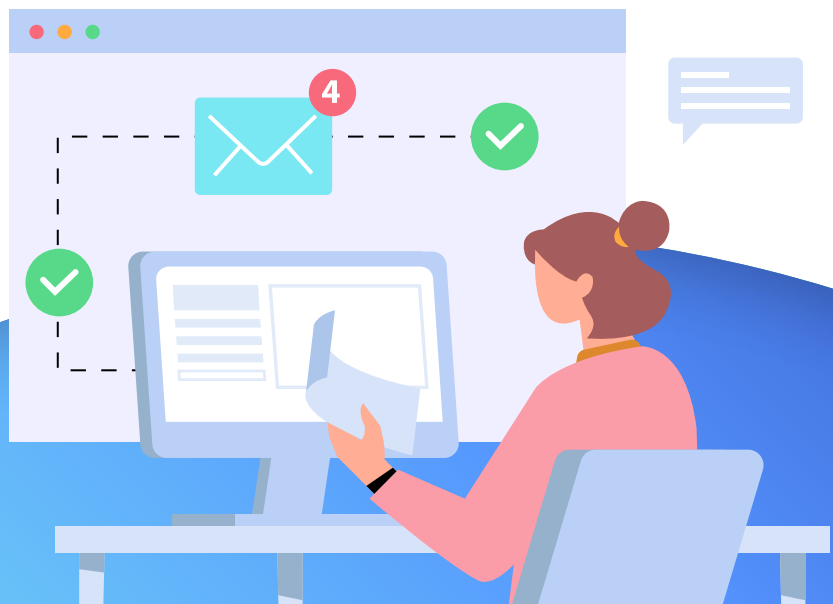
3. Increase staff productivity by 2x

One of the most common challenges compliance teams and auditors face with surveillance solutions is how to get through all alerts promptly. Unfortunately, most solutions designed to reduce the volume of alerts also miss real risk, leaving your firm exposed. With the Enterprise Platform, you don't have to choose between overwhelming reviewers or missing risk.

The Enterprise Platform's regulatory-grade ML has been optimized with leading financial experts to reduce false positives by up to 95% while surfacing up to 3x more real risk. Combined, this **reduces time spent on review by 50%** and enables staff to **identify the source of violations 3x faster**. With simple reporting and alert forwarding, you can **advise leaders where training is needed so conduct issues do not happen again** – reducing future risk.

4. Reduce solution TCO by over 50%

As the size, frequency and types of communication tools used by staff increase, so does the infrastructure required to retain and analyze communications data. This is especially true for ML-driven solutions that require expensive GPUs. Infrastructure costs can skyrocket if your organization needs to deploy in different geographies to meet privacy and sovereignty laws.

The Enterprise Platform is the most advanced cloud platform available today. It **eliminates the tech debt associated with on-premise offerings or the need to buy expensive GPU-enabled compute** because it's built into the cloud platform. And our agile services **can be deployed across the globe in days, not weeks,** without costly investments. We also offer Data Lifecycle Management, which can cut your archiving costs by up to 50%.

5. Consistently meet operational SLAs

IT and Compliance leaders understand that having a good solution is not enough. You need to be able to meet service level agreements (SLAs) for uptime and reliable system availability.

To ensure you can consistently meet SLAs, Smarsh embeds a broad range of resiliency and availability capabilities into the platform. First, the cloud architecture is triple active, ensuring **compliance continues despite a significant cloud outage**. Second, we implement ongoing solution stack testing to ensure **end-to-end stability** (a common concern we hear from companies with different capture, archive or surveillance vendors). Third, the solution is designed on a micro-services architecture that allows us to quickly scale storage and compute as your needs grow.

6. Reduce the risk of ransomware and data loss

For most firms, communications between staff and customers are sensitive. They may contain personal information and other details that are a target for hackers. That puts an increased responsibility on compliance teams to ensure data is appropriately safeguarded from attack.

Smarsh understands this and has built more safeguards into the Enterprise Platform than any other solution. High-speed, real-time encryption on ingest is combined with at-rest encryption (AES 256 and FIPS 140-2 Level 3) to ensure data is secure. We then provide an optional bring-your-own HSM model that gives your IT team complete control of your data, or you can use our CloudHSM function (FIPS 140-2 Level 3) that **allows your IT team to lock out everyone.** To **prevent an account compromise from causing data loss or ransom**, we implement a **zero-trust security design that blends the least privileged access and advanced segregation of duties.**

7. Easily integrate into your ecosystem

At Smarsh, we recognize that compliance and communications intelligence needs are constantly evolving. To ensure that we are never a bottleneck to your innovation efforts, we designed our platform with a broad range of APIs to integrate your new or existing investments.

E-discovery APIs allow you to take the information we have put into a legal hold and quickly export communications, free of charge, to your e-discovery platform (up to 10x faster than competitive solutions). We also provide surveillance reporting APIs so you can take behavioral conduct information and blend it with other solution information. Finally, we provide APIs to our archive that allow you to capture and store specific communications data we may not have coverage for yet. Net, we can plug into any environment and support your unique growth path.

8. Superior service and support

Powerful, intelligent products alone cannot guarantee success – you need the support of experts who understand your business and can remain focused on addressing your problems. With Smarsh, we speak to you about software outcomes, not the component pieces. Draw upon our expertise across Data Science, Compliance, Technical Account Management, Project Management and more to ensure that as business conditions change, we are prepared and executing together.

Our service professionals are committed to helping you reduce risk, increase agility, save time and resources and achieve your business goals.

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